

Virginia Board of Dentistry
Guidance on Practice Names

Adopted July 11, 2003

Supersedes May 3, 2002 Guidance Document

In accordance with VA Code §54.1-2718, a dentist must practice under his own name. A dentist, partnership, professional corporation or professional limited liability company who owns a dental practice may also adopt a trade name for that practice so long as the trade name meets the following requirements:

1. The trade name does not violate the Board's advertising regulations set out in 18 VAC 60-20-180;
2. The trade name incorporates one or more of the following: (i) a geographic location (e.g., to include but not be limited to a street name, shopping center, neighborhood, city, or county location), (ii) type of practice or (iii) a derivative of the dentist's name.
3. Derivatives of American Dental Association approved specialty board certifications may be used to describe the type of practice if one or more dentists in the practice are certified in the specialty or if the specialty name is accompanied by the conspicuous disclosure that services are provided by a general dentist in every advertising medium in which the trade name is used;
4. The trade name is used in conjunction with either (i) the name of the dentist or (ii) the name of the partnership, professional corporation or professional limited liability company who owns the practice. The owner's name shall be conspicuously displayed along with the trade name used for the practice in all advertisements in any medium.
5. Marquee signage, web page addresses and e-mail addresses are not considered to be advertisements and may be limited to the trade name adopted for the practice.